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Welcome to the Inaugural Edition of Made In Kenya (MIK) Magazine April 2024

Dear Esteemed Readers,

It is with great pleasure and pride that we extend a warm welcome to you all to the very first edition of Made In Kenya Magazine. As we embark on this journey together, we celebrate the rich tapestry of Kenyan craftsmanship, creativity, and entrepreneurial spirit that has led to the development of this outstanding publication.

In this inaugural edition, we delve deep into the origins of the "Made in Kenya" journey, tracing its evolution from concept to reality. We explore the pivotal role played by the Kenya Export Promotion and Branding Agency (KEPROBA) in advocating for the Buy Kenya Build Kenya initiative, driving the adoption of the Made in Kenya brand and service mark, and reshaping Kenya's manufacturing landscape.



Our feature stories shed light on the objectives of the MIK Initiative, the benefits of acquiring the MIK Mark of identity, and the criteria for obtaining this prestigious designation. We showcase the trailblazers who have embraced the Made in Kenya ethos, sharing their stories of commitment, innovation, and resilience.

Through captivating profiles and interviews, we introduce you to the champions of the Made in Kenya mark, highlighting their dedication to producing quality goods right here in Kenya. Additionally, we present firsthand testimonials from consumers who have embraced and cherished Made in Kenya products, underscoring the profound impact they have on lives and communities.

As we celebrate the new adoptees of the month, we invite you all to join us in embracing the MIK movement and supporting Kenyan businesses in their quest for excellence and international recognition.

In closing, we extend our gratitude to our CEO, Ms. Floice Mukabana, and the dedicated KEPROBA staff who have been instrumental in driving this initiative forward. We appreciate Ms. Mukabana's leadership and unwavering commitment to promoting the "Made in Kenya" identity.

“ We invite you to connect with us, stay informed, and be inspired by the stories of innovation, passion, and pride that define the Made in Kenya movement.

Thank you for joining us on this extraordinary journey. Together, let us make "Made in Kenya" a mark of pride and quality worldwide.

Warm Regards,

Irene Van De Graaf

Editor



**BUY KENYA
BUILD KENYA**

SCAN HERE TO APPLY FOR THE
MADE IN KENYA MARK



The Journey: From A TOUCH OF KENYA to MADE IN KENYA

By Joanne Wanjala



The journey of product branding started way back in 2012 when the then Brand Kenya Board launched a unique identifier for authentically Kenyan goods and services that was dubbed “A Touch of Kenya Mark”. This was with the belief that Strong product brands from a given country have the power to build or reinforce the country brand.

The main aim was to boost Kenya’s local manufacturing sector by authenticating goods and services originating from Kenya through labeling all locally-made goods and services with a “Touch of Kenya Mark”.

The Mark was a symbol of excellence and great value and it was believed that once you brand your products, they attracted better prices.

The “Touch of Kenya” mark was a modernised version of the shield found on the nation’s flag.

In 2017, after a series of engagement with key stakeholders, the “Touch of Kenya” Mark was rebranded to The “Made In Kenya” Brand Mark, a visual symbol that easily identifies products that are made in Kenya. It contains symbols adopted from the Kenya Coat of Arms and aligns with the country’s identity, representing unity and speaking with one voice. The Mark has three variations:

Apart from identity and other benefits, the initiative also enables the implementation of section 155 of the Public Procurement and Asset Disposal Act 2015, which gives preferential procurement to manufactured articles, materials, and supplies partially mined or produced in Kenya, or, where applicable, have been assembled in Kenya. It also strengthens Kenya’s position as a Made-in country Brand and supports.

So far, more than 1000 locally manufactures products have been branded with the brand Mark and more stakeholder sensitization and engagement are in place to ensure more adoption of the mark.

1000 +

Local manufacturers products
have been branded with the
brand Mark



FOR
MANUFACTURERS



FOR
AGRICULTURAL
PRODUCTS



FOR
SERVICES

MADE IN KENYA: Promoting Uniqueness, Authenticity, And High-Quality Products.

By Maureen Mambo

The Buy Kenya, Build Kenya is a government led initiative that aims to prioritize locally produced goods, supporting local industries and encouraging economic growth. It is a passionate call to action to stimulate the consumption of locally produced goods and services. The initiative aims to increase competitiveness and consumption of locally produced goods and services, thereby promoting and enhancing the consumption of Kenya's own products and services in both absolute figures and as a proportion of the gross domestic product (GDP).

The Buy Kenya Build Kenya initiative accelerated the development of the "Made in Kenya" mark of identity, which supports manufacturers and producers to have their products easily identifiable in both local and international markets. Consumers are also able to support local businesses by easily identifying products with the Made In Kenya label, hence increasing demand for our locally made products.



The Made in Kenya Mark is a registered trademark that visually identifies products made in Kenya. The mark can be applied on product packaging, websites, social media, and advertising. The mark has three variations: Made in Kenya (for manufacturers, Grown in Kenya (for agricultural products), Proudly Kenyan (for services). By using this brand mark, Kenyan products become recognizable, competitive, and associated with excellence and integrity.

The government has put in place measures to promote the Buy Kenya Build Kenya initiative, such as providing subsidies and incentives to local producers, enhancing quality infrastructure to produce competitive goods and services, safeguarding intellectual property rights, facilitating capacity building programs, and promoting industrial research and development, innovation, and technology transfer. The government has also created a legal and regulatory framework to guide public procurement, which includes reserving 40% of the public procurement budget for local goods and services.

The “Buy Kenya, Build Kenya” initiative has also been successful in creating jobs and reducing poverty. By promoting local manufacturing, the initiative has created employment opportunities for Kenyans, thereby reducing poverty levels in the country. The initiative has also helped to reduce the country’s reliance on imports, which has helped to improve the balance of trade.

However, to ensure the success of the initiative, we must address the lack of awareness among Kenyans about the importance of buying locally produced goods and services. Many Kenyans still prefer imported goods, which are often perceived to be of higher quality than locally produced goods.

To address this challenge, the Kenya Export Promotion and Branding Agency has partnered with various sector Business Member Organizations (BMOs) i.e., Kenya Association of Manufacturers (KAM), Kenya Private Sector Alliance (KEPSA), Kenya National Chamber of Commerce and Industry (KNCCI), among others to intensify awareness campaigns among their members and the public, educating them on the benefits of buying locally produced goods and services.

Access to finance has been another thorn in the realization of the Buy Kenya Build Kenya Initiative. Many local manufacturers are unable to access finance from commercial banks due to the high interest rates charged by the banks. However, to address this challenge, the government has collaborated with financial institutions to provide tailored financing solutions for manufacturers which include, provision of low-interest loans, credit guarantees, and venture capital to support local businesses to create a conducive environment for local manufacturers to access finance at affordable rates.

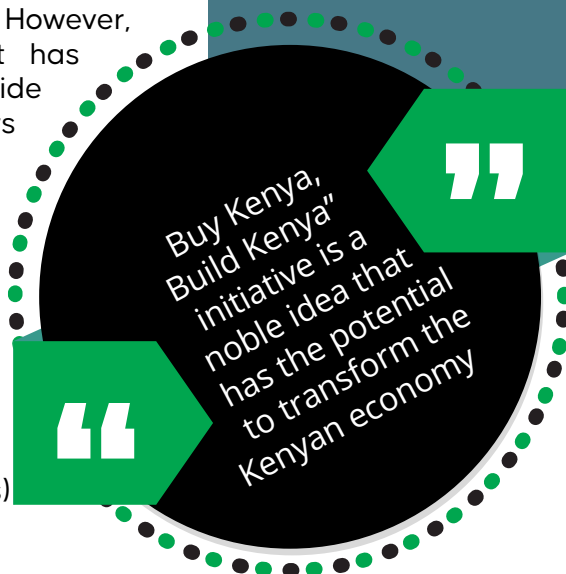
The Kenyan Manufacturing and Small Enterprise Authority (MSEA) has also allocated Ksh 1.0 billion to the Credit Guarantee Scheme which aims to enhance access to affordable credit for Micro, Small, and Medium Enterprises (MSMEs)

operating in the manufacturing sector. MSEA provides the guarantee to encourage financial institutions to lend to enterprises, even if they lack sufficient collateral. Kenya Industrial Estate also plays a critical role in supporting enterprises. The agency has allocated Ksh 626 million to provide finances to MSMEs by supporting local industries through financial assistance, technical support, and infrastructure.

In conclusion, the “Buy Kenya, Build Kenya” initiative is a noble idea that has the potential to transform the Kenyan economy. By promoting local manufacturing and supporting local businesses, the initiative has created employment opportunities for Kenyans, reduced poverty levels, and improved the balance of payments.

Through the Made in Kenya Initiative, all locally made products are labeled with a distinctive “Made In Kenya” Brand Mark, which signifies uniqueness, authenticity, and high quality. By associating products with their place of origin, consumers can immediately identify them as Kenyan, fostering trust and confidence in their quality. Strengthening Kenya’s position as a Made-in country Brand, contributes significantly to enhancing Kenya’s reputation as a reliable source of quality products.

The Mark of identity reflects Kenya’s originality, creativity, and integrity, making it a powerful representation of the country’s exports and local products. Choose Made in Kenya, Authentically Kenyan.







SHINING A LIGHT ON TWIGA STATIONERY LIMITED: Embracing the Made In Kenya Legacy

By Lilian Moraa (InternCOMM2@brand.ke)

As the leading manufacturer in stationery, quality hygiene and eco-friendly packaging products in Kenya Twiga Stationery was founded as a family business with the aim of manufacturing exercise books in 1966. As years went by the business expanded into producing office and paper stationery. In 1990, Twiga stationery limited was recognised as the largest producers of exercise books. As the company grew, they ventured into the production of quality hygiene products and packaging products.

Twiga stationery through their unmatched experience deliver superior quality products along a keen understanding of the market's needs and consistent approach to maintaining the highest standards. Through a well-established international network, they source the best materials that are incorporated into the market's highest quality products, combining relevant expertise, cutting edge technology to deliver products with a highly motivated team.

Twiga stationers is one of the first adoptees to the Made in Kenya mark. They obtained the mark of identity after an official application following the appointment of Twiga stationers and Printers limited as one of the top Kenya brands and an invitation letter from KEPROBA to adopt the mark. On 17th December 2013 Twiga received a letter of preferential rights to use the mark of identity then 'Touch of Kenya'. The Made in Kenya mark has impacted the company in:

- Enhancement of brand reputation as a local industry and contributor to the national development.
- Increased customer loyalty- customers have developed a stronger loyalty to Twiga Stationery limited leading to repeated purchase and positive word of mouth recommendation.
- Market differentiation- The mark sets Twiga products apart from imported alternatives, providing a unique selling proposition that resonates with patriotic consumers.

Being one of the first adoptees to the mark of identity, Kasuku is Twiga's brands with the mark on all its products. Kasuku meaning 'Parrot' in Swahili is a Macaw, was introduced to the company in 1966. Through innovative stationery Kasuku stationery creates a unique writing experience from crafted finish of books and notepads to the smooth glide of pens, different folder blinders, stickers, plastic filing solutions and efficient office essentials. Kasuku's goal is to be part of the global transition to an eco-friendly and sustainable office and school supplies hence their tag line 'Put It down on Paper'.

Twiga's vision is to become a one stop shop for all types of exercise books, stationery and tissue paper products for local and export markets. According to their managing director Nilesh Shah they face challenge of cheap imported exercise books, stationery products brought in the county taking a big market share in the paper industry thus locally manufactured 'Made in Kenya' products are left uncompetitive in the market.

Twiga Stationers and Printers Limited aspires to have a bigger market share in both local and international market producing all products with 'Made in Kenya' mark of identity of the origin of the products. For five decades Twiga Stationers is well known for quality products with its presence in 15 countries. Twiga is proud of its product portfolio because they never compromise on quality and is focused on building robust products for Africa and shaping relationships for a lifetime.

*Twiga stationers
“ is one of the first
adoptees to the Made
in Kenya mark.*



Rooted In Excellence: SHETH'S MADE IN KENYA JOURNEY

By Stacey Wandera (staceywandera@gmail.com)



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In the heart of Kenya, amid the vibrant ambience of Syokimau, the seeds of innovation were sown. Sheth Group of Companies, a humble venture, took root in 2015 within the confines of its CEO's homestead.
”

Originating as a modest undertaking with just three dedicated individuals, it has since flourished into a thriving establishment, boasting a team of 28 permanent members of staff. The company operates efficiently with a manufacturing facility situated in Lunga Lunga and for customer convenience, they have a main retail outlet located on the ground floor of Sasa Mall.

At its core, Sheth is more than just a company, it is a testament to the untapped potential of Kenyan talent and resources. Guided by a passion for natural beauty, they embarked on a mission to redefine hair and skin care. Sheth brings a touch of magic to personal care with its two distinctive product lines: Sheba and Mizizi. While Sheba primarily focuses on hair care solutions, Mizizi encompasses skin care and select hair products. Specialising in an array of offerings from natural oils and butters to handcrafted soaps, the brand swiftly gained recognition for its commitment to quality and authenticity, scooping several awards, including the 2017 Natural Brand of the Year Award and the 2018 Overall Brand of the Year in the Hair Care Industry Award.

Central to Sheth's beliefs is its strong commitment to local innovation. Recognising the immense talent and resources within the local landscape, the founders saw an opportunity to harness local ingredients and wisdom. It was this inherent belief in the power of local talent that fueled their journey from a small production into a thriving enterprise.

Witnessing the impressive growth propelled by local ingenuity, Sheth was naturally inclined to embrace the Made in Kenya mark. This choice not only reaffirmed their commitment to showcasing Kenya's exceptional craftsmanship, but also stood as a testament to their belief in homegrown innovation and the authenticity and quality that Kenya brings to the global stage. Moreover, the Made in Kenya mark serves as a beacon of trust for consumers, bringing a sense of familiarity and trust.

The decision to embrace the Made in Kenya mark has yielded a multitude of benefits for Sheth. Notably, the brand has experienced a significant boost in various areas ranging from increased customer trust to heightened brand recognition. This newfound trust has not only solidified Sheth's position in the market but has also elevated its competitive edge on a global scale. The adoption of the mark has also served as a gateway to new opportunities, both domestically and internationally. This strategic move has allowed the brand to shine a spotlight on the exceptional quality and craftsmanship of Kenyan-made products, standing out with unmatched distinction.

Sheth's products stand out from imports due to their commitment to natural ingredients, ethical sourcing, and eco-friendly packaging. Prioritising purity, the brand ensures most products are purely natural. Their commitment to ethical sourcing practices supports local communities while respecting the environment. Furthermore, they have a use and recycle packaging model that minimises waste showcasing Sheth's dedication to sustainability.

As Sheth continues to flourish, it remains steadfast in its commitment to giving back to society. One such endeavour is an upcoming project with local aloe vera farmers. In this project, the brand plans not only to assist the local farmers, but to also create a stable market and sustainable livelihoods for them. This commitment to mutual support highlights Sheth's beliefs in the strength of uplifting one another as a community. It is more than just a business; it is about fostering a cycle of empowerment and prosperity for all involved.

To fellow and aspiring entrepreneurs, Sheth extends a final word of encouragement: "Embrace the Made in Kenya Mark with pride and confidence. Doing so not only invests in local talent, resources and innovation but also contributes to the economy. Furthermore, it serves as a powerful showcase of Kenya's exceptional craftsmanship on the global stage."

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*Embrace
the Made in
Kenya Mark
with pride and
confidence*



INTRODUCING
NEW



BIDCO AFRICA's Made in Kenya Journey

By Rachel Nyambura (Intercomm1@brand.ke)

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Bidco Africa, formerly known as Bidco Oil Refineries Limited, was founded by two brothers and their father in 1985. Together, they have revolutionized the FMCG sector making Bidco Africa East Africa's leading manufacturer of Fast-Moving Consumer Goods (FMCG). Vimal Shah and Tarun Shah, led by their father Bhimji Depar Shah, have built an incredible impact in Kenya, inspiring millions, and simultaneously creating job opportunities for Kenyans at every level.

Bidco Africa has continuously grown over the years making it known to have some of East Africa's must-have items in every home across sectors such as edible oils, fats, soap, detergents, and most recently the food division.

Bidco Africa is a market leader within the country and beyond, but its journey didn't start here. Bhimji Depar Shah founded a garment manufacturing company in 1970, and Vimal Shah and his brother attempted to expand their father's business into soap manufacturing. Unfortunately, their business idea was rejected by several banks due to their lack of experience in the industry.

With the help of family and friends, they were able to start out this noble and courageous venture, establishing their first ever soap manufacturing plant in 1985. In 1991, Bidco Oil Refineries Limited was established in Thika, starting another plant in edible oils manufacturing.

Not dropping the ball, In 1998, Bidco Oil Refineries Limited acquired Elianto Corn Oil from Elianto Seed Crushing plant in Nakuru. To this day, Elianto oil has been renowned for its health benefits and quality as it is manufactured from locally grown corn. A great feat followed in 2002 when Bidco acquired some beloved Kenyan household brands such as Kimbo and Cowboy cooking oil, Veebol and Tiger laundry bar.

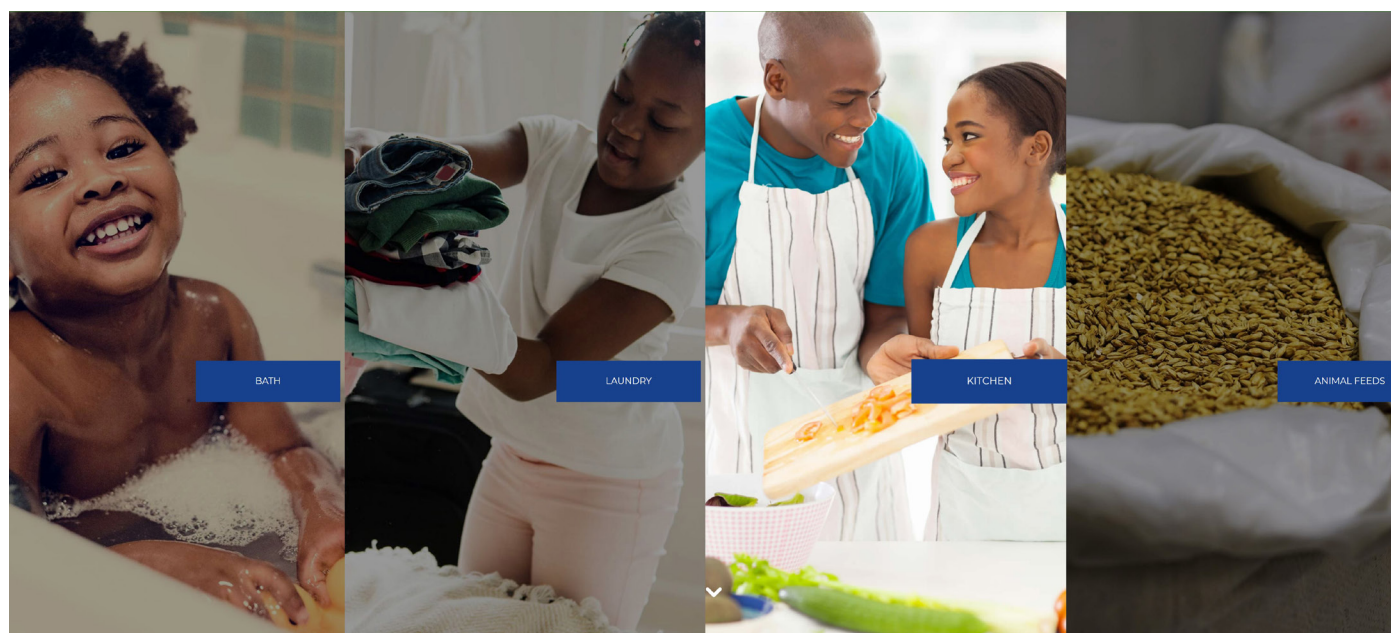
Bidco Africa went ahead and took another bold move in 2003 when they started a Bidco Refinery Project in Dar-es-Salaam and Uganda. Through the years, the company has not left any stone unturned. They have made a name for themselves in the industry of animal feeds, detergent manufacturing, and so much more.

The Made In Kenya Journey

Another significant step in Bidco Africa's rich historical timeline is their adoption of the Made in Kenya Mark in 2014. Bidco Africa was one of the first fruits of this revolutionary mandate by Kenya Export Promotion and Branding Agency.

With a large consumer base, adoption of the Made in Kenya mark has created a strong identity of Bidco Africa's extensive products not only locally, but internationally. A great call towards buyers all around the country is to endorse and promote local, Bidco Africa is at the forefront of this as it is an industry endorsed by a lot of Kenyan and East African households.

With the adoption of the Made in Kenya mark, Bidco Africa has equally been able to create its brand cemented on stellar quality and great authenticity in their product and manufacturing. The made in Kenya mark on Bidco products also creates memorability with its consumers from Kenyans, or immigrants visiting alike.



What Does Bidco Africa Produce?

While some may be familiar with this household name, most of us are everyday users of most products under this manufacturing organization. From mothers, looking after their families at home, to young men and women hard at work at every social class, Bidco Africa caters to all.

In the edible oils category, Golden Fry, Bahari Fry, Elianto Corn oil, Cowboy are well known to most consumers. Other products in the laundry sector such as the Star range, Msafi, Mshindi as well as the Nuru package are also sold and produced by the group.

Even with all this success, Bidco Africa has had its own share of challenges in aiming to become Africa's market leader by 2030. Some challenges have been standardization permits and fortification marks from various authority bodies and the lack of ideal infrastructure e.g., bespoke machinery and production input materials.

Bidco Africa has proved resilient as they have been able to triumph these challenges through creating advocacy for the industry and pushing for mutual collaboration that enabled Bidco Africa carry out tests and analysis in external laboratories.

Additionally, the lack of ideal infrastructure in bespoke machinery and production led Bidco to import the right equipment and raw materials through a pool of recognized global suppliers.

Bidco's aspirations for the future are centered around exceptional customer service. They seek to do this by exceeding the expectations of their everyday consumers and spreading the goodness of mother nature through products that enhance happy healthy living.



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Make it Kenya E-portal

The Kenya Export Promotion and Branding Agency has developed an E-portal that:

- a) Provides a platform where exporters/sellers can showcase their products internationally
- b) Provides customised market intelligence information to related to potential exporters for purposes of improving products to enable compete
- c) Promotes Kenya's exports and the nation brand through information dissemination and export assistance
- d) Informs, educates and inspires our internal and external audiences about Kenya and what it has to offer globally in order to influence trade, investments and positive national perspective.

Register today

www.makeitkenya.go.ke